

## Message Text

UNCLASSIFIED

PAGE 01 ZAGREB 00140 160754Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W  
-----160755Z 059371 /14/15

P R 151436Z FEB 77

FM AMCONSUL ZAGREB

TO SECSTATE WASHDC PRIORITY 4306

INFO AMEMBASSY BELGRADE

USIA WASHDC

UNCLAS ZAGREB 140

C O R R E C T E D C O P Y FROM LINE (ZAGREB VICE BELGRADE)

EO 11652: NA

TAGS: BEXP YO US

SUBJ: HOUSEWARES VIDEO/CATALOGUE EXHIBIT AT ZAGREB FALL FAIR

REF: (A) STATE 27394, (B) STATE 26333, (C) BELGRADE 929

1. AS REPORTED REF C, EMBASSY AND CONGEN BELIEVE HOUSEWARES VIDEO/CATALOGUE EXHIBITION ADAPTABLE TO ZAGREB FALL FAIR AND SHOULD BE ELEMENT OF USG PARTICIPATION IN SEPT 1977. ALTHOUGH OUR PROMOTIONAL EMPHASIS WILL CONTINUE TO CONCENTRATE ON YUGOSLAV MARKET FOR U.S. CAPITAL EQUIPMENT, WE BELIEVE THAT SALES PROSPECTS FOR CONSUMER GOODS ALSO SHOULD BE TESTED. ZAGREB FALL FAIR IS BEST PROMOTIONAL VEHICLE FOR THIS PURPOSE. HOUSEWARES THEME IS CERTAIN TO ATTRACT ATTENTION OF BUSINESSMEN, AGENTS AND GENERAL PUBLIC ALL OF WHOM BELIEVE THAT U.S. IS LEADER IN THIS FIELD. EXHIBITION WOULD BE EXCELLENT OPPORTUNITY TO DEMONSTRATE THAT U.S. IS ALSO COMPETITIVE IN PRICE, AND TO BUILD A BASE FOR FUTURE SALES OPPORTUNITIES. IT IS OUR JUDGMENT THAT VIDEO TAPE TECHNIQUE WOULD BE BOTH WORKABLE AND SUCCESSFUL IN FAIR CONTEXT.

2. REF A PROPOSES THAT TRADE CENTERS HOLD EXHIBITION FOR THREE DAYS BEGINNING SEP 19. ZAGREB FALL FAIR DATES ARE  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 ZAGREB 00140 160754Z

SEP 9-18. WE WOULD HOPE THAT EARLY SHOWING OF EXHIBITION IN ZAGREB TO COINCIDE WITH FAIR DATES WOULD POSE NO MAJOR PROBLEMS.

3. EMBASSY AND CONGEN FURTHER RECOMMEND THAT FOLLOW-ON ONE-DAY PRESENTATIONS WITH USIS SUPPORT BE SCHEDULED IN LJUBLJANA, BELGRADE AND SARAJEVO DURING THE SECOND HALF OF OCTOBER.

4. WE HAVE DISCUSSED TECHNICAL ASPECTS OF VIDEO SHOWING WITH OUR USIS COLLEAGUES AND THEY INFORM US THAT 3/4 INCH VTR EQUIPMENT WOULD GIVE BEST PERFORMANCE UNDER CONDITIONS OF HEAVY REPEATED USE AT FAIR. WE PROJECT THAT AT LEAST TWO MONITORS WOULD BE REQUIRED TO ENABLE EASY VIEWING. A THIRD MONITOR SHOULD BE AVAILABLE FOR BACK-UP. WE REQUEST THAT THREE UNITS BE SENT TO YUGOSLAVIA FOR USE AT THE ZAGREB FAIR AND FOLLOW-ON PRESENTATIONS IN THE OTHER THREE CITIES.

5. AS SUGGESTED REF C, WE RECOMMEND THAT USG EXHIBIT AREA AT ZAGREB INCLUDE FACILITY FOR AUDIO-VISUAL PRESENTATIONS. USIS INTENDS PROVIDE FILMS TO SUPPORT HOUSEWARES SHOWCASE AND CAN PROVIDE 16 MM EQUIPMENT FOR THE FACILITY.  
KAISER

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 15-Feb-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977ZAGREB00140  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770054-1051  
**Format:** TEL  
**From:** ZAGREB  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770238/aaaabhsn.tel  
**Line Count:** 77  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 5b214bc6-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 77 STATE 27394, 77 STATE 26333, 77 BELGRADE 929  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 10-Nov-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3312124  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** HOUSEWARES VIDEO/CATALOGUE EXHIBIT AT ZAGREB FALL FAIR  
**TAGS:** BEXP, YO, US  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/5b214bc6-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009